

IN THE CLAIMS:

Please cancel Claims 5, 22, 27, 44, 48, and 59, without prejudice or disclaimer of subject matter. Please amend Claims 1-4, 6-21, 23-26, 28-43, 45-47, 49-58, and 60, and add new Claims 61-66, as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application.

Claim 1. (Currently Amended): A method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

receiving a request at a shopping server to view a virtual shopping location;

displaying the virtual shopping location ~~[[to]]~~ on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, ~~[[said]]~~ the virtual shopping location having at least one store;

obtaining a request to enter into ~~one of said at least one store~~ a store of the virtual shopping location;

displaying ~~[[the]]~~ an actual store website ~~[[to]]~~ of the store on the user computer in the same web browser, ~~the store website having one or more enhanced VR features in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website does not reside on the shopping server~~~~[[;]]~~

~~receiving a request to view at least one product; and~~

~~presenting the at least one product in a 3D interactive simulation view to emulate a real life viewing of the product.~~

Claim 2. (Currently Amended): The method of claim 1, wherein ~~[[said]]~~ the displaying of the virtual shopping location ~~further comprises~~ includes introducing a concierge to the user.

Claim 3. (Currently Amended): The method of claim ~~[[1]]~~ 61, wherein the ~~at least one~~ product is a real estate property.

Claim 4. (Currently Amended): The method of claim ~~[[1]]~~ 61, further comprising: receiving a request to insert the ~~at least one~~ product into a virtual shopping cart, wherein the receiving of a request to insert includes storing the product into a shopping cart memory.

Claim 5. (Cancelled).

Claim 6. (Currently Amended): The method of claim ~~[[5]]~~ 4, further comprising: receiving a request to purchase ~~the at least one product~~ products in the virtual shopping cart, wherein ~~[[said]]~~ the products in the virtual shopping cart are from different stores of the virtual shopping location.

Claim 7. (Currently Amended): The method of claim 6, further comprising: shipping the purchased products using one tracking number in one shipment.

Claim 8. (Currently Amended): The method of claim 1, ~~further comprising obtaining a request to view another one of said at least one store~~ wherein the actual store website has one or more enhanced VR features.

Claim 9. (Currently Amended): The method of claim 1, wherein ~~[[said]]~~ the displaying of the virtual shopping location ~~further comprises~~ includes displaying ~~at least one a~~ product in a virtual store window to emulate real-life window shopping.

Claim 10. (Currently Amended): The method of claim 1, wherein ~~[[said]]~~ the displaying of the virtual shopping location ~~further comprises~~ includes displaying ~~at least one a~~ product offer to emulate real-life sales advertising.

Claim 11. (Currently Amended): The method of claim 1, wherein ~~[[said]]~~ the displaying of the store ~~further comprises~~ includes displaying ~~at least one a~~ customer representative to assist the user in real-time purchasing of the ~~at least one~~ product.

Claim 12. (Currently Amended): The method of claim 1, wherein ~~[[said]]~~ the receiving of a request to view ~~further comprises~~ includes receiving a request for a 360 degree interactive view of the ~~at least one~~ product.

Claim 13. (Currently Amended): The method of claim ~~[[1]]~~ 61, wherein ~~[[said]]~~ the presenting of the at least one product ~~further comprises~~ includes displaying a product information sheet received from a product information database.

Claim 14. (Currently Amended): The method of claim 1, further comprising: receiving a request for a price comparison, a product comparison, or a merchant offer.

Claim 15. (Currently Amended): The method of claim 1, further comprising: retrieving information data from a product comparison database and displaying the information data to the user.

Claim 16. (Currently Amended): The method of claim 1, further comprising: storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

Claim 17. (Currently Amended): The method of claim 16, further comprising: receiving a request from a merchant website to obtain ~~[[said]]~~ the clickstream data.

Claim 18. (Currently Amended): The method of claim 16, further comprising: automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

Claim 19. (Currently Amended): The method of claim 1, further comprising: receiving a request at the shopping server to personalize the shopping location.

Claim 20. (Currently Amended): The method of claim 1, further comprising: receiving a request at the shopping server to link-up with at least one other user.

Claim 21. (Currently Amended): The method of claim 1, further comprising: presenting a shopping game to the user computer.

Claim 22. (Cancelled).

Claim 23. (Currently Amended): An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

means for receiving a request at a shopping server to view a virtual shopping location;

means for displaying the virtual shopping location ~~[[to]]~~ on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, ~~[[said]]~~ the virtual shopping location having at least one store;

means for obtaining a request to enter into ~~one of said at least one store~~ a store of the virtual shopping location;

means for displaying ~~[[the]]~~ an actual store website ~~[[to]]~~ of the store on the user computer in the same web browser, ~~the store website having one or more enhanced VR features~~ in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website does not reside on the shopping server~~[[;]]~~

~~means for receiving a request to view at least one product; and~~

~~means for presenting the at least one product in a 3D interactive simulation view to emulate a real life viewing of the product.~~

Claim 24. (Currently Amended): The apparatus of claim 23, wherein ~~[[said]]~~ the means for displaying the virtual shopping location ~~further comprises~~ includes means for introducing a concierge to the user.

Claim 25. (Currently Amended): The apparatus of claim ~~[[23]]~~ 62, wherein the ~~at least one~~ product is a real estate property.

Claim 26. (Currently Amended): The apparatus of claim ~~[[23]]~~ 62, further comprising: means for receiving a request to insert the ~~at least one~~ product into a virtual shopping cart, wherein the means for receiving a request to insert includes means for storing the product into a shopping cart memory.

Claim 27. (Cancelled).

Claim 28. (Currently Amended): The apparatus of claim ~~[[27]]~~ 26, further comprising means for receiving a request to purchase the at least one product in the virtual shopping cart, wherein ~~[[said]]~~ the products in the virtual shopping cart are from different stores of the virtual shopping location.

Claim 29. (Currently Amended): The apparatus of claim 28, further comprising: means for shipping the purchased products having one tracking number in one shipment.

Claim 30. (Currently Amended): The apparatus of claim 23, ~~further comprising means for obtaining a request to view another one of said at least one store~~ wherein the actual store website has one or more enhanced VR features.

Claim 31. (Currently Amended): The apparatus of claim 23, wherein ~~[[said]] the means for displaying the virtual shopping location further comprises~~ includes means for displaying ~~at least one~~ a product in a virtual store window to emulate real-life window shopping.

Claim 32. (Currently Amended): The apparatus of claim 23, wherein ~~[[said]] the means for displaying the virtual shopping location further comprises~~ includes means for displaying ~~at least one~~ a product offer to emulate real-life sales advertising.

Claim 33. (Currently Amended): The apparatus of claim ~~[[23]]~~ 62, wherein ~~[[said]] the means for displaying the store further comprises~~ includes means for displaying ~~at least one~~ a customer representative to assist the user in real-time purchasing of the ~~at least one~~ product.

Claim 34. (Currently Amended): The apparatus of claim ~~[[23]]~~ 62, wherein ~~[[said]] the means for receiving a request to view further comprises~~ includes means for receiving a request for a 360 degree interactive view of the ~~at least one~~ product.

Claim 35. (Currently Amended): The apparatus of claim ~~[[23]]~~ 62, wherein ~~[[said]]~~ the means for presenting the ~~at least one product~~ ~~further comprises~~ includes means for displaying a product information sheet received from a product information database.

Claim 36. (Currently Amended): The apparatus of claim 23, further comprising: means for receiving a request for a price comparison, a product comparison, or a merchant offer.

Claim 37. (Currently Amended): The apparatus of claim 23, further comprising: means for retrieving information data from a product comparison database and means for displaying the information data to the user.

Claim 38. (Currently Amended): The apparatus of claim 23, further comprising: means for storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

Claim 39. (Currently Amended): The apparatus of claim 38, further comprising: means for receiving a request from a merchant website to obtain ~~[[said]]~~ the clickstream data.

Claim 40. (Currently Amended): The apparatus of claim 38, further comprising: means for automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

Claim 41. (Currently Amended): The apparatus of claim 23, further comprising: means for receiving a request at the shopping server to personalize the shopping location.

Claim 42. (Currently Amended): The apparatus of claim 23, further comprising: means for receiving a request at the shopping server to link-up with at least one other user.

Claim 43. (Currently Amended): The apparatus of claim 23, further comprising: means for presenting a shopping game to the user computer.

Claim 44. (Cancelled).

Claim 45. (Currently Amended): An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

a shopping server;

a virtual shopping location displayer coupled to the shopping server to display a virtual shopping location [[to]] on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, [[said]] the virtual shopping location having at least one store;

a store requester coupled to the shopping server, the store requester to request to enter into a store of the virtual shopping location;

a website displayer coupled to the store requester, the website displayer to display [[a]] an actual store website ~~having one or more enhanced VR features~~ of the store on the user computer in the same web browser, in response to the request to enter into the store,

wherein the actual store website of the store is linked to the virtual shopping location and

wherein the actual store website does not reside on the shopping server[[:]]

~~a product requester coupled to the shopping server; and~~

~~a 3D-VR product presenter coupled to the product requester, the 3D-VR product presenter to present at least one product in a 3D interactive simulation view to emulate a real life viewing of the product.~~

Claim 46. (Currently Amended): The apparatus of claim 45, further comprises
comprising: a concierge introducer coupled to [[said]] the shopping server.

Claim 47. (Currently Amended): The apparatus of claim 45, further comprising:

~~a shopping cart memory coupled to [[said]] the shopping server to store [[said]]
the at least one product if the user wants to purchase the at least one product; and~~

~~a purchase requester coupled to the shopping server to receive a request to
purchase the product in the virtual shopping cart, wherein the products are from different
stores.~~

Claim 48. (Cancelled).

Claim 49. (Currently Amended): The apparatus of claim [[45]] 63, wherein [[said]] the
~~at least one~~ product is a real estate property.

Claim 50. (Currently Amended): The apparatus of claim ~~[[48]]~~ 47, further comprising: a product shipper coupled to ~~[[said]]~~ the purchase requester.

Claim 51. (Currently Amended): The apparatus of claim 45, wherein ~~[[said]]~~ the shopping server ~~further comprises~~ includes a window displayer to emulate real-life window shopping.

Claim 52. (Currently Amended): The apparatus of claim 45, wherein ~~[[said]]~~ the shopping server ~~further comprises~~ includes a product offer displayer.

Claim 53. (Currently Amended): The apparatus of claim 45, wherein ~~[[said]]~~ the shopping server ~~further comprises~~ includes at least one customer representative.

Claim 54. (Currently Amended): The apparatus of claim 45, wherein ~~[[said]]~~ the shopping server ~~further comprises~~ includes an interactive viewer, the interactive viewer allows the user to view a 360 degree VR interactive view of the ~~at least one~~ product.

Claim 55. (Currently Amended): The apparatus of claim 45, further comprising: a clickstream data storer coupled to the shopping server.

Claim 56. (Currently Amended): The apparatus of claim 55, wherein ~~[[said]]~~ the clickstream data storer is coupled to a merchant website requester.

Claim 57. (Currently Amended): The apparatus of claim 45, further comprising: a link-up requester coupled to the shopping server.

Claim 58. (Currently Amended): The apparatus of claim 45, further comprising: a shopping game presenter coupled to the shopping server.

Claim 59. (Cancelled).

Claim 60. (Currently Amended): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform a method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, said method comprising:

receiving a request at a shopping server to view a virtual shopping location;

displaying the virtual shopping location ~~[[to]]~~ on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, ~~[[said]]~~ the virtual shopping location having at least one store;

obtaining a request to enter into ~~one of said at least one store~~ a store of the virtual shopping location;

displaying ~~[[the]]~~ an actual store website ~~[[to]]~~ of the store on the user computer in the same web browser, ~~the store website having one or more enhanced VR features in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website does not reside on the shopping server~~[[;]]

~~receiving a request to view at least one product; and~~
~~presenting the at least one product in a 3D interactive simulation view to emulate~~
~~a real-life viewing of the product.~~

Claim 61 (New): The method of claim 1, further comprising:

receiving a request to view a product; and
presenting the product in a 3D interactive simulation view to emulate a real life
viewing of the product.

Claim 62 (New): The apparatus of claim 23, further comprising:

means for receiving a request to view a product; and
means for presenting the product in a 3D interactive simulation view to emulate a
real-life viewing of the product.

Claim 63 (New): The apparatus of claim 45, further comprising:

a product requester coupled to the shopping server, the product requester to
request to view a product; and
a 3D VR product presenter coupled to the product requester, the 3D VR product
presenter to present the product in a 3D interactive simulation view to emulate a real-life
viewing of the product.

Claim 64 (New): The apparatus of claim 45, wherein the actual store website has one or
more enhanced VR features.

Claim 65 (New): The method of claim 60, further comprising:

receiving a request to view a product; and

presenting the product in a 3D interactive simulation view to emulate a real life viewing of the product.

Claim 66 (New): The method of claim 60, wherein the actual store website has one or more enhanced VR features.